

THE AMERICAN MAGAZINE PAGE

THE WHIP

An Exciting Tale of Love and Adventure That Grips from Start to Finish

The story of the play of the life of a man now being produced New York.

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PART I.

By BERNARD BARBOCK.

"Well, the 'star returns' he'll read that that story in the 'magazine register,' he said, glancing up the table.

"Barnes' marriage," returned the other, "well, that's a mystery."

"Barnes' wife was married at the 'magazine register,'" he said, glancing up the table.

"Barnes' marriage," returned the other, "well, that's a mystery."

"Barnes' wife was married at the 'magazine register,'" he said, glancing up the table.



The villain, Captain Barnes, trying to make a bargain with the drunken Bookmaker.

"What does it matter? The thing is there," growled the substitute star.

"Quits are perfectly legal," said Barnes.

"He'll know it's false," said the other.

"I'll never care or will—don't say that," said the other.

"You want to add a memory of all your reminiscences, I shall play my dear fellow, for you in our own hands a good deal. Don't be afraid of it. We've found justice for a woman. She'll say it. I shall stick to it. You can't be found out if you don't. You'll have a jolly bad time if you don't."

"The other shuddered."

"That will make her claim—publicly—won't it?" he asked.

"Barnes took a puff at the cigarette between his lips at the remark."

"Don't say. She never meant to write her. I was satisfied—"

"Weeks, don't you see? Now the situation's changed. If he hits her she may be jealous—perhaps resentful—and well, if the other means money or later—she'll all one to you, dear fellow—don't say 'No' to me, to me."

"Barnes was not so much to the table and gradually the company of men settled their places."

The Last Hunt

"The season's over," said the Marquis, and he to see last hunt. Now these heavily veiled are sprouting in the garden—our last meet and the last time I shall hunt the hounds. The Marquis has hunted from Falmouth for over two hundred years—he passed to let you the hounds—land so they will as long as a Beresford lives. A Beresford is their master. But Beresford has no son to come after him. He died as a Beresford should for his country. It's not here to be a deputy. So, gentlemen, I like you with you who shall. You want young blood to hunt good hounds—Barnes had them all right. We want a deputy master—one you'll follow—on the country house—won't you? The Beresford as a good sportsman, Beresford is the only one around me are good sportsmen one and all. I've called you all together to leave the matter to you."

At this moment the young Earl of Brancaster entered and took his seat at the table of Beresford. The Marquis of Brancaster and Captain Raynor sat to his feet quickly with:

"In the old days it was the rule when the master of Falmouth came a cropper, he was the master of Rivers who hunted the hounds. It has been his turn to come cropper lately. But now as we all rejoice in me, he'll die and well again, and standing at Lord Beresford's right hand. Could a better man take the whip than Lord Brancaster?"

Brancaster the Master

As amid the cheers that followed this speech, Lady Diana and the women of the hunt, in full costume, retired and grouped themselves on the stairs to hear the conclusion of the speech, Brancaster rose and with a bow to the company introduced a new voice which gradually increased in power:

"Gentlemen, you pay me a very high compliment, but I am afraid to do so. I serve it. To command the support of the Beresford Hunt, I have not yet proved that I am rich enough or so straight as I shall when I follow the lead that I am certain will appeal most nearly to you the hardest sinners in the world—the hunt. I have taken the whip—land so they will as long as a Beresford lives. A Beresford is their master. But Beresford has no son to come after him. He died as a Beresford should for his country. It's not here to be a deputy. So, gentlemen, I like you with you who shall. You want young blood to hunt good hounds—Barnes had them all right. We want a deputy master—one you'll follow—on the country house—won't you? The Beresford as a good sportsman, Beresford is the only one around me are good sportsmen one and all. I've called you all together to leave the matter to you."

Only the greatest positive and affirmative shouts greeted this declaration, and, encouraged by it, Brancaster stepped down to the foot of the stairway, and took from his pocket a jewel case containing a miniature whip in diamonds, the package he had been fumbling about in the morning.

"Lady Diana," he said to the young girl, "you have heard the decision of the hunt. May I beg that on their behalf you will accept—the Whip?"

To Be Continued Monday.

Daysey Mayme and Her Folks

By FRANCES L. GARDSE.

DAYSEY MAYME APPLETON is one of the very few women who are able to get along with their husbands. Her photographs have been in the heavy brown on one hand and with an open look on the other.

She has established this distinction by the many articles she has written for various social, philosophical, religious, and political organizations. Many of these articles contained words of so many articles she has had to stop in the middle of a word and take a drink of water.

Her most noteworthy work has been in the advancement of her own, oppressed and downtrodden sex. With the Women of Women in mind, she called a meeting yesterday of the Amalgamated Association for the Advancement of Our Sex, and told them in clear and convincing tones of her latest effort to save them from the slavish conditions in which the House bound them.

"I'm not," she began.

Her Great Discovery

Then she stopped and powdered her nose. "I never," she said in an aside to her intimate vice-presidents, "forget that I am a woman."

"I am," resumed the story of her discovery, "that the greatest burden of our unenlightened sex in the home today is the telephone receiver."

"What invaded the telephone? A man? Who makes the instrument? A man? Who makes the receiver of a weight that is making every woman's left arm the country side? A man?"

"My dear sister, we must arise and demand a lighter weight receiver. In one house yesterday I found that a woman's left arm was paralyzed, the result of holding the receiver two hours and a half without a rest. I give you a rest."

Another Victim

"In another house, a woman complained that she suffered such stiffness in her left arm while getting a friend's recipe for cake, she says she was so tired that she left her arm and had to hold it all her work done. And there are only two of millions of complaints."

"The great need of our downtrodden sex today is a lighter weight telephone receiver!"

Then she sat down, and again powdered her nose.

Beauty Secrets from the Orient

By HENRIETTA ARNOLD, winner of the Parisian beauty prize, gives some of the best recipes which she has gleaned from the greatest experts of various far eastern countries.

IN SUNDAY'S AMERICAN.

A Telephone Number

The teacher asked: "When did William the Conqueror invade England?"

After the student had become puzzled, she said: "Open your history books. What does it say there?"

A boy answered: "William the Conqueror, 1066."

"Now, said the teacher, 'why didn't you remember the date?'"

"Why?" replied the boy. "I thought it was his telephone number."

The Vaudevillians

By HELEN GREEN VAN CAMPEN.

(The guests of Mrs. De Shins' theatrical boarding house are dining)

MRS. MANGLIE—An African monarch is offering his kingdom for sale at only \$200,000. What a marvelous chance this is for the thinking person.

The Property Man—What is this king's name?

The Juggler—It's a very old African king, Mr. Johnson. He shows in his vaudeville act and everything.

Mrs. Manglie (sotto voce)—No wonder he's so fat.

The Juggler—These things have got to be better than you expect.

The Landlady—What you two boys whispering about? Stay, and the Juggler asked Mrs. Manglie to be a regular king, Mr. Manglie!

Mrs. Manglie—Oh, dear, yes. He has every luxury that one could wish. He is the city of Agostino and the bodyguard of Americans who protect him.

The Property Man—What's an American?

The Landlady—It's a lady soldier, dear. She's a very old African king, Mr. Johnson. He shows in his vaudeville act and everything.

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Advice to the Lovelorn

By BEATRICE FAIRFAX.

LET YOUR MOTHER DECIDE.

DEAR MISS FAIRFAX:

I am eighteen and engaged to a young man of twenty-two.

Do you think it proper for my people to keep me from going out with him?

LESLIE.

WHEN A girl is only eighteen her parents may restrain her from keeping company with a man and be guilty of no impropriety.

Don'tless they have good reasons, and you owe it to them to consider their wishes till your years give you a right to have good reasons of your own.

YOU DO NOT.

DEAR MISS FAIRFAX:

Did he keep company with a young man for about a month. When he is around I am just crazy about him, but when I don't see him I forget all about him. Do you think I really love him?

GRACE CAMERON.

LOVE, my dear, does not always.

I forget the man the moment he is out of sight, your feeling toward him isn't the faintest resemblance to love.

YOU WERE RIGHT.

DEAR MISS FAIRFAX:

While attending a theatre last evening with a young man whom I have known a few months the lights went down for a few seconds, and while they were down he kissed me. I was awfully angry and he apologized, but said that he could not see any wrong in his actions.

I would not accept the apology, and on his taking me home we parted bad friends.

Did he wrong in wanting to accept his apology? I am sixteen years of age.

CHANE.

YOU were right in rejecting his apology. He apologized, and you apologized him dignity by refusing. If he apologized

and is sincerely contrite, accept the apology on his word of honor that he will never offend again.

DON'T SEND IT.

DEAR MISS FAIRFAX:

I kept company with a young man two years, when his guardian came between us, and now my lover is going with a young woman much beneath him. I have written him a letter, unsigned, telling him he is making a mistake. I am exceedingly sorry.

BROKEN HEARTED.

NATHAN send an anonymous letter. There could be no circumstances or conditions to justify such cowardly action. If you can't sign your name to a letter don't write it.

Send in this case I beg of you not to write a letter of any kind. He is little too tired to attack another girl because she happens to be your rival.

Up-to-Date Jokes

Had just joined the Navy, and was being drilled with his shipmates on a pier.

"Fall in!" came the order.

"Ma'am, the pier fell into the water."

"Two deep!" was the next order.

Fat (spitting in the water): "Had seen to get. Why didn't you tell me it was too deep before I fell in?"

"One my boy" required the parent, "has had a natural bed in any one direction?"

"Yes, ma'am," said the teacher. "He gives every inch of his body a sign of his inferiority some day. He goes the other way to all the work for him."

Teacher (reading aloud)—"The woman sat down on his gun and shot a few moments sleep."

"But I know where he shot it from," "Where?"

"From his 'nack'."

Dorothy Dix Says:

In London they are going to hold a "mole exhibition" in which the mole is to be treated in the same way as the married life. The exhibition is to be given showing the right and wrong methods of treating a husband and a wife.

There will be a model room in which there will be a wife awaiting her husband's return, and it is said that the other man should stand upon their return to their own friends, while a woman who is an exhibition of the master in which a wife should receive her husband when he comes home of an evening.

The exhibition of a house master ought to be good, even if it doesn't. It is a pity that it is a husband and wife can't get a living picture of the sort of welcome that they had out to their unfortunate spouses. If they did, they wouldn't wonder that divorce is so common.

At Fountains & Elsewhere

Ask for

"HORLICK'S"

The Original and Genuine

MALTED MILK

The Food-Drink for All Ages.

At restaurants, hotels, and fountains. Delicious, invigorating and sustaining. Keep it on your sideboard at home.

Don't travel without it.

A quick lunch prepared in a minute.

Get the full information, let us say the milk.

Get in Any Milk Truck

The Way His Wife Meets Him on His Return from Work Settles the Question of Many a Man's Ability to Fight the Battle of Life—And How a Man Grooms His Wife Means Happiness or Misery for Her

men. They would be amazed that one of their husbands or wife wasn't on his or her way to Rome.

One of the reasons why so many men come home smelling of cloves and yucca or evening in the forest of the alleyway, and look from his pocket a jewel case containing a miniature whip in diamonds, the package he had been fumbling about in the morning.

"Lady Diana," he said to the young girl, "you have heard the decision of the hunt. May I beg that on their behalf you will accept—the Whip?"

His Grouchiness

The chief reason why there are so many bawled looking, nervous, hypochondriacal men is because there are so many large women or wives who have to go to their shoes at the click of their husband's heels in the lock of an evening, and who are so every minute of their lives.

Suppose a man comes home to a smiling wife who really takes any thought about how she shall meet her husband, yet upon his appearance, first matter being the question of whether marriage is a success or a failure to him. Think of a man come home to a smiling wife who really takes any thought about how she shall meet her husband, yet upon his appearance, first matter being the question of whether marriage is a success or a failure to him.

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Do You Know That—

At a medical exposition in Berlin an invention for increasing the resistance of the body was exhibited. It consisted of a milk which is applied to the roof of the mouth and acts as a nourishing food. It is made of milk of cream, officers and anyone wishing to increase the strength of the voice, as well as muscular.

What I Learned from a Goose

The British Army has been observed from the reports of the British Army to the right of the British Army.

IN SUNDAY'S AMERICAN.

Part of the Cassock outfit! Get one.

Suppose a woman has spent her day in the dull round of domestic duties, doing them as earnestly and conscientiously as she can, and when night comes she is worn in body and soul. Suppose when her husband comes home he meets her with a glad, sweet smile and a kiss and tells her that she gives more beautiful every day.

The life of a steel rail on a main railroad line is twelve years.

The golden pig is fully grown when only six weeks old.

PAKERS' HAIR BALM

Any different in life. These two women find a kind of happiness in the two women doing an affinity, and the other one does. One may be the wife of a millionaire and the other the wife of a poor clerk, but one is miserable and the other happy, for the way her husband meets her when he comes home of an evening makes a woman envied or envied.

Believe me, the art of meeting your husband or your wife is worth studying.

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Crisp, nipping mornings. A pot of hot, delicious coffee downstairs.

The inviting aroma pervading the house. Isn't that an inducement to get up and begin the day?

But the coffee mustn't be a disappointment, even one day out of six. It must be consistently good—and you must feel sure of it.

That feeling sure of it is one of the great characteristics of

CHASE & SANBORN'S SEAL BRAND COFFEE

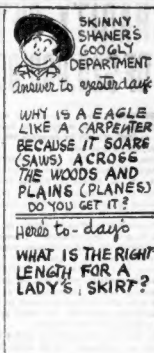
In 1 and 2 pound cans. Never in bulk.

Us Boys

Well, It Was a Big Success

Registered United States Patent Office

By Tom McNamara



Positive Polly

Poor Pa Takes a Tumble

Copyright, 1912, by the National News Association

By Cliff Sterrett



Sherlocko the Monk

The Adventure of the Denuded Tree

Copyright, 1912, by the National News Association

By Gus Mager

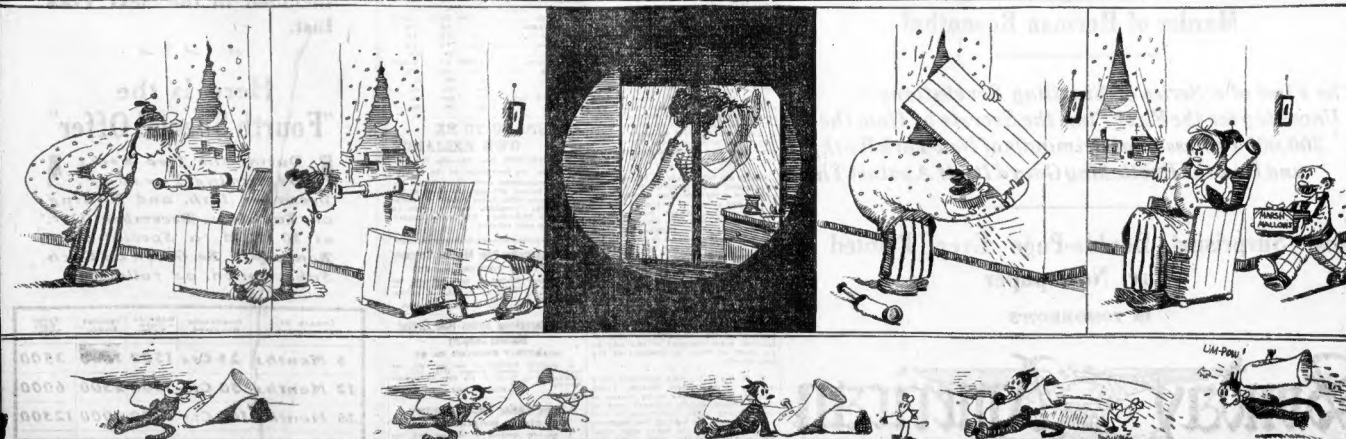


The Dingbat Family

Through a Glass, Alas, Too Clearly

Copyright, 1912, by the National News Association

By Herriman



NEW CARNEGIE CHARITY GIFT OF \$25,000,000

NEW YORK, Dec. 28.—Andrew Carnegie intends soon to increase his bequest to \$25,000,000 by donating \$250,000 for small charities.

Announcement that Mr. Carnegie is planning the latest donation was made today by H. R. Tappan, Carnegie Council Secretary to New York, who secured the information at first hand from Mr. Carnegie himself. Mr. Tappan had called upon the treasurer to solicit his aid for the Red Cross fund in Constantinople. Through conversation, the steel millionaire informed his visitor that he is planning to begin the new year by giving away \$25,000,000 for small charities, which will be divided up among various institutions. At the same time Mr. Carnegie promised to send a substantial check for the relief of the war sufferers in Constantinople.

Mr. Carnegie also agreed to send a committee of prominent men to raise funds for the Balkan war sufferers.

"Because of my interest in world peace, it would be fitting for me to assume such responsibility," said the former steel king. Mr. Carnegie has already given away \$150,000,000 in contributions of various kinds and the promised gift of \$25,000,000 will place him at the head of the world's great givers. John D. Rockefeller, who stands second, has donated about \$125,000,000 for various purposes.

DISABLED LINER TOWED TO PORT

LONDON, Dec. 28.—Battly wrecked and lying on her starboard side, the *Frederick* and Oriental liner *Narving*, with 414 persons on board, which was crippled in a terrific storm off Cape Cabaat, arrived at Genoa today, escorted by two other ships. The crew reported that the vessel was in the English Channel off the French coast for three days without shelter.

From Switchboard to Peerage—A Melodrama in Real Life.

How the sight of two pictures of Camille Clifford, the "divine woman," carried an American telephone girl into the "millionaire's" society.

IN SUNDAY'S AMERICAN.

LEFT WIFE, NOW GETS HER FORTUNE

PROVIDENCE, R. I., Dec. 28.—A search is being made today for E. James Parker, who left his wife fourteen years ago in New York, Ct., and who is believed to be living in Providence as an assumed name. His deserted wife has left a plausible fortune.

HUNT LYNN ROBBERS.

The police are searching for two men who suddenly jumped upon him, snatched and robbed Frank Dyer of No. 23 West street, Lynn, of \$10. The assault took place on one of Lynn's principal business streets.

FRISCO MUNICIPAL CAR LINE RUNNING

SAN FRANCISCO, Dec. 28.—The Frisco municipal street railway, the Geary street line, is in operation.

WIGGIN McCULLY OF Boston Disappears and Makes Mystery

Whether Wiggins McCully, formerly of Lynn and Boston is alive or dead is a problem that is worrying his wife Mrs. Emma McCully of Lynn, officials of the Metropolitan Life Insurance Company of New York and his sister-in-law, Mrs. Lillian McCully of No. 148 Cambridge street, Boston.

His wife is under the impression that he is still alive, claiming that he left her July 6, 1900, and has not been heard from since. The insurance company says he is alive and to support the statement produces an affidavit of Mrs. Lillian McCully, who says she saw him at Cape Cod, Canada in 1900 and in 1901. He was known as Lyle H. H. and she says and had a four-year-old child with him.

This engagement, set for April 1900, has been several times delayed, but now is definitely fixed.

Miss May, by the marriage, will be allied to the Duke of Rutland's family through the newly married Marchioness of Angiano, who was Lady Isabella Marne, the Duke's daughter.

OLIVE MAY OF GAIETY SOON TO WED LORD PAGET

LONDON, Dec. 28.—The Gaiety scene continues to be one of the chief marriage markets for the British aristocracy.

Miss May, by the marriage, will be allied to the Duke of Rutland's family through the newly married Marchioness of Angiano, who was Lady Isabella Marne, the Duke's daughter.

TO-DAY'S STOCK MARKETS

After consulting quiet and easy throughout the first hour, the market became more active and a weakening tendency developed, and the closing prices were at substantial fractional declines from the day's first prices. Total sales for the day in New York were 115,000 shares, and for the five-day week 727,800 shares.

1913 RESOLUTIONS

The Motorboat Bug Vows He Will Not Talk Spark Plugs and Gasoline—Till Summer.

By HANK.



I promise not to speak of boats, or plugs, or gasoline, or steering-wheels, or strakes and keels, or storms that I have seen; I promise not to talk about the latest hydroplane, or even think of motorboats—till Summer comes again.

I promise not to talk of valves, or wire or motor coils, or reversing gears, or "how she steers," or chocks, or shafts, or coils; I promise not to ever talk about "the raging main." But I'll be twice the "bug" I was when Summer comes again.

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The New York bank statement, issued today, has its good and bad spots, and the average combined with last week's shows. Loans \$1,847,219,000, reserve \$2,207,000, net deposits \$1,848,545,000, increase \$21,511,000, currency \$1,727,800, decrease \$2,111,700.

Reading and Lehigh Valley sold down more than a point in the second hour and the whole day was a loss.

New York Trading Trend.

The New York stock market opened with few changes in trading conditions and the advance at the opening were narrow and without importance. The market was rather quiet and disappointed over delay in making a formal announcement of an agreement by the companies and the Public Service Commission. After half an hour of business prices ranged from 1/4 to 1/2 point higher.

Primes were irregular and outside selling at the start, the biggest change being in Mexican Petroleum, which was a point higher. Among stocks, the early sales were 1/4 to 1/2 point higher.

Latest About Copper Metal.

Prices cutting in copper is reported to New York, where it was said this morning.

There would have been a sharp rise in the price of copper, but it was held back by the fact that the market was not in a position to take more.

Many copper areas are optimistic regarding the metal situation and believe that the New Year will be marked by a big advance in the price of the metal.

There will be an attempt made in California this week to permit the operation of copper properties in Santa Fe.

The Bank of Bombay has raised its discount rate from 7 to 8 per cent.

Auto News

By J. C. KERRISON.

The Massachusetts Highway Commission has already given out over 7,000 automobile registration numbers for 1913.

The registration is now working overtime in order to get out as many of these plates as possible before the first of the year, when it will be necessary for everyone driving a motor vehicle to secure a new registration plate.

The commission released the numbers from 3,000 to 5,000 inclusive to the same persons who held them this year, while a request for such a number was made.

During 1912 more 50,000 automobiles were registered in this State, twenty-five per cent. increase over that of previous years, the total receipts from the automobile department being over \$200,000.

All of the registrations issued in 1912 expired at midnight Tuesday last.

The police authorities in the different cities will unquestionably take no notice of the 1912 numbers displayed on motor vehicles until a month has elapsed, and then, a close observance of the registration law will be required.

Effects are felt, made to interest the insurance companies in the building of a big car race in June next.

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Auto News

By J. C. KERRISON.

HINT JOCKEYING BOSTON MEN

COAL PRICE TO WILL FINANCE FEDERAL AGENTS GRAND TRUNK

By HANK.

After consulting quiet and easy throughout the first hour, the market became more active and a weakening tendency developed, and the closing prices were at substantial fractional declines from the day's first prices. Total sales for the day in New York were 115,000 shares, and for the five-day week 727,800 shares.

The New York bank statement, issued today, has its good and bad spots, and the average combined with last week's shows. Loans \$1,847,219,000, reserve \$2,207,000, net deposits \$1,848,545,000, increase \$21,511,000, currency \$1,727,800, decrease \$2,111,700.

Reading and Lehigh Valley sold down more than a point in the second hour and the whole day was a loss.

New York Trading Trend.

The New York stock market opened with few changes in trading conditions and the advance at the opening were narrow and without importance. The market was rather quiet and disappointed over delay in making a formal announcement of an agreement by the companies and the Public Service Commission.

Primes were irregular and outside selling at the start, the biggest change being in Mexican Petroleum, which was a point higher. Among stocks, the early sales were 1/4 to 1/2 point higher.

Latest About Copper Metal.

Prices cutting in copper is reported to New York, where it was said this morning.

There would have been a sharp rise in the price of copper, but it was held back by the fact that the market was not in a position to take more.

Many copper areas are optimistic regarding the metal situation and believe that the New Year will be marked by a big advance in the price of the metal.

There will be an attempt made in California this week to permit the operation of copper properties in Santa Fe.

The Bank of Bombay has raised its discount rate from 7 to 8 per cent.

Auto News

By J. C. KERRISON.

The Massachusetts Highway Commission has already given out over 7,000 automobile registration numbers for 1913.

The registration is now working overtime in order to get out as many of these plates as possible before the first of the year, when it will be necessary for everyone driving a motor vehicle to secure a new registration plate.

The commission released the numbers from 3,000 to 5,000 inclusive to the same persons who held them this year, while a request for such a number was made.

During 1912 more 50,000 automobiles were registered in this State, twenty-five per cent. increase over that of previous years, the total receipts from the automobile department being over \$200,000.

All of the registrations issued in 1912 expired at midnight Tuesday last.

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BOOM PANAMA EXPOSITION AT SESSIONS HERE

Immense California and host the big Panama Exposition to be held in San Francisco in 1915 is the word that is being the rounds among the thousands of more educators, historians, political economists, and industrial leaders attending the joint convention of eight big associations in Boston today.

The Panama Exposition is being held at the C. P. Thayer, director of the exposition and Professor Mary Brewster of the University of California. The great interest in being shown by the various delegates who come from all parts of the country, with the result that the already great interest in the big show is certain to be increased even more.

Deputy Thayer has had so many inquiries about the exposition that he has been kept so busy that he cannot be interviewed by the Boston Reporter.

Professor Brewster said:

It is by meetings of this sort that Boston preserves her intellectual endowments. Here one can get the most advanced view of the world on labor legislation, on political science, and on history.

With three thousand miles between here and home, it is peculiar to say that there is practically no difference between one of our men and one of them. I am from the Pacific Coast and feel as though they came from the same place where they came from on the other side of the continent.

DEATHS

BARNES—In Boston, Dec. 26, Edward Barnes, 60, of 100 Essex street, died of heart failure. Burial in Forest Hills cemetery.

BALCH—In Boston, Dec. 26, John Balch, 60, of 100 Essex street, died of heart failure. Burial in Forest Hills cemetery.

BELMONT—In Boston, Dec. 26, Mary W. Belmont, 60, of 100 Essex street, died of heart failure. Burial in Forest Hills cemetery.

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Male Help Wanted.

150 a line of 7 words. 250 display.

TEAM DRIVERS.

150 a line of 7 words. 250 display.

SALES LADIES.

150 a line of 7 words. 250 display.

GIRLS WANTED.

150 a line of 7 words. 250 display.

FORELADY.

150 a line of 7 words. 250 display.

Chocolate Packing Dept.

150 a line of 7 words. 250 display.

WANTED—GIRLS.

150 a line of 7 words. 250 display.

CHOCOLATE PACKERS.

150 a line of 7 words. 250 display.

STITCHERS.

150 a line of 7 words. 250 display.

Wanted—A Man's Helper.

150 a line of 7 words. 250 display.

Male Help—Miscellaneous.

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Learn Automobile Driving.

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BONNEY & GREIG.

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200 Men Wanted This Week.

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BOSTON AMERICAN

89 AND 90 SUMMER ST., BOSTON, DECEMBER 28, 1912.

LARGEST CIRCULATION IN NEW ENGLAND,
DAILY AND SUNDAY

The Country Editors Will Prosper WHEN THEY GET ALL THE BUSINESS OF ALL THE COUNTRY

They Won't Succeed by Trying to Help the Little Village Store to Fight Against Progress, to Fight the Parcels Post, or to Fight the Great Distributing Concerns of the Nation.

Copyright, 1912, by American Journal-Examiner

The Potter County Journal, of Coudersport, Pennsylvania, publishes, under the heading "A Good Scheme," an interesting but, in our opinion, mistaken article as regards the future prosperity of the country editor and the attitude that he should maintain toward business on a big scale, including the mail order houses and the parcels post.

The Coudersport editor quotes his contemporary, Mr. Peet, of the Whiteville News and the Genesee Times, to the effect that a big mail order house will next year "establish branch stores in most of the States of the Union."

Editor Peet thinks that the big house will take advantage of the parcels post system and its zone features, to wipe out little stores.

The editor suggests that the merchants and the country editors must combine to combat the THREATENED INCREASE OF BUSINESS OF THE MAIL ORDER HOUSES AND ALSO THE EFFECT OF THE PARCELS POST.

Mr. Peet writes as follows:

"The country merchant has one friend—one who has for years fought without remuneration the battle of the country merchant against the mail order propaganda. That one sterling friend is the country editor. It is high time now that the home storekeeper go to his friend the editor and say: 'In you I see my one great hope of salvation. Let's you and I plan for the future. I will talk to my customers through your paper, and I will put it up to them that they can get the same things of me as cheap, all things considered, as they can of the mail order house. I believe they will have more confidence in me if I advertise more consistently with what I expect in return.' The country editor, when approached thusly, will have more spirit to continue his fight on the mail order houses, and also will begin to realize his financial gain on what heretofore the country merchant has expected him to do for no pay."

Editor Peet is optimistic. He believes that if the country merchant puts his shoulder to the wheel with the country editor, Sears, Roebuck & Co. will notice a decrease in its business instead of an increase.

"Sears, Roebuck & Co. have built up their large trade solely through extensive advertising. If the country merchant would follow the same tactics, in proportion to his business, in a short time he would be just as rich poor as Sears, Roebuck & Co."

This newspaper is interested in the welfare of the local merchants, a very big body of citizens, and in the welfare of the country editors, upon whose energy, intelligence, patriotism and freedom from harmful influences THIS COUNTRY DEPENDS FOR ITS GROWTH AND FOR THE STABILITY OF POPULAR GOVERNMENT.

We want most earnestly to impress upon editors throughout the country and upon the storekeeper in small towns that the problem of prosperity for newspaper or for storekeeper CANNOT BE SOLVED BY OPPOSING MODERN SUCCESSFUL METHODS.

When the steam engine came along, and threatened to wipe out the stage coaches and the little inns along the stage coach routes, many plans were formed in villages and in the offices of the stage coach owners to oppose the railroads and overcome them.

They were FOOLISH plans. You can do nothing by OPPOSING progress. You can gain nothing by fighting against it. You must appropriate it and work with it.

If the editors throughout the country and the storekeepers throughout the country will combine, if they will USE the parcels post instead of opposing it, they will soon find themselves possessors of a new prosperity, and competitors on a real and a successful scale with the great mail order houses that have done so much injury of late years to the prosperity of the local merchant.

No mail order house can possibly succeed in a community as well as the local merchant, if the local merchant plans his business as intelligently and economically as is done by his big distant competitors.

Hitherto the great mail order houses have had the advantage in buying and distributing.

Manufacturers were compelled to deal through jobbers and mail order houses. They could not reach the consumer DIRECT.

But, WITH THE PARCELS POST AND THROUGH THE PARCELS POST, AND WITH THE AID OF THE COUNTRY NEWS-PAPER AND THE COUNTRY STOREKEEPER, MANUFACTURERS HEREAFTER WILL BE ABLE TO DEAL DIRECT WITH THE CONSUMERS, AND THE GREAT MAIL ORDER HOUSES WILL FIND THAT THEY HAVE REAL COMPETITION—AN EXCELLENT THING FOR EVERYBODY.

No little merchant can possibly carry the enormous stock carried by the mail order house. And being unable to carry the stock, under the old system, HE COULD NOT DELIVER IT. The mail order houses had the advantage of sending their goods by freight at a low price.

If the farmer ordered something light that did not make it worth while to ship by freight, he increased his order by adding to it milk, or a plowshare, or something heavy enough to bring the weight of his shipment up to the minimum of freight shipping. He got the goods delivered very cheaply by the mail order house.

Under the parcels post, which will constantly improve, the light article can be shipped to the consumer at a minimum charge for shipment.

This will increase incidentally by tens and hundreds of millions annually the income of the railroads, although the presidents of such railroads, who are largely in the pay of express companies, do not realize that as yet.

With the parcels post working, the local merchant will have his CATALOGUES instead of a great stock in trade. The manufacturer will advertise through the local newspaper, and GREAT TRADE FOR THE LOCAL MERCHANT.

The merchant will have the catalogue. HE will be the agent. HE will be on the spot, KNOWING THE CITIZENS. He will know the quality of goods and be able to guarantee them. And HE will be there to be questioned and to answer if the goods are not satisfactory.

The customer will come to him, give his order for the goods very gladly, and have the dealer make his profit as he should make it. And the dealer will be able to have the goods shipped direct from the manufacturer, TO HIS OWN INDIVIDUAL CUSTOMERS, and the

CONTINUED IN LAST TWO COLUMNS.

Resolution Time Is NOW

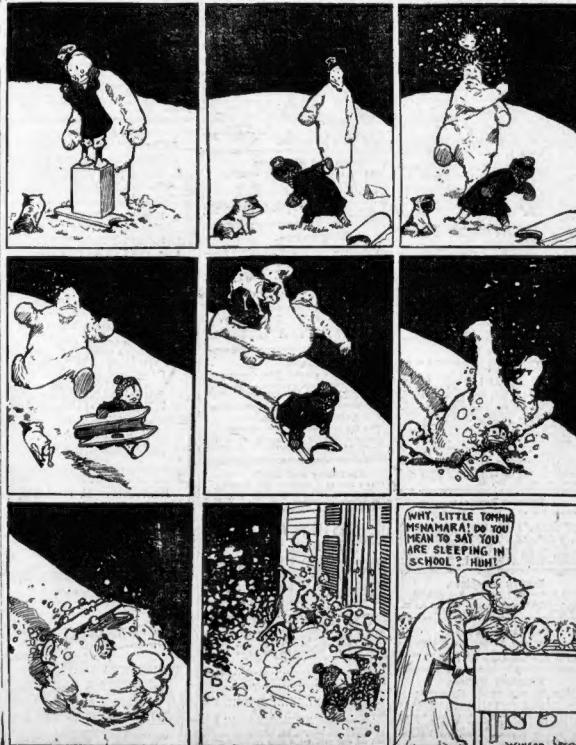
By HAL COFFMAN



The man who is making a real good resolution doesn't talk much about it. Nor does he set its date in the future. He makes his resolution plenty and NOW. A resolve to be good in the future means that the present is devoted to wickedness or folly. Nobody can be good by calendar. If you have good resolutions to make, the time to make them is NOW. The time to begin carrying out your resolves is NOW.

A Winter Day Dream

By WINSOR MCAY



The Country Editors Will Prosper WHEN THEY GET ALL THE BUSINESS OF ALL THE COUNTRY

CONTINUED FROM FIRST TWO COLUMNS.

country dealer can have the goods sent, if he chooses, through the parcels post, with his own name fastened upon the parcel.

In other words, the local merchant can be, if he chooses, as big and as complete a merchant in his own community as any mail order house in the world.

He will have the catalogues of all the manufacturers. He will be able to take his commissions, and yet by developing his own trade, by advertising individually in the local newspapers, and by encouraging the manufacturers to advertise in the local newspapers, he will be able to take the order from his customer, send the order to the big manufacturer, have the goods delivered for him through the parcels post, AND AFTER MAKING HIS PROFIT HE WILL BE ABLE TO SELL THE GOODS AT LEAST AS CHEAPLY AS THE MAIL ORDER HOUSES CAN AFFORD TO SELL THEM and in many cases much more cheaply.

Let the country editors and the country storekeepers remember what experience in this country proves already—that work on a very great scale cannot be done as efficiently as on a smaller one with closer INDIVIDUAL attention.

The storekeeper who ATTENDS to his customer, who adjusts complaints and makes things right, who can give advice, and who, WITH THE PARCELS POST, will be able to deliver immediately anything that is ordered—in less than one-quarter of the time that the mail order houses have been delivering—that storekeeper, backed up by the country editor, will know a prosperity that he has never known.

For years the country editors have worked practically for nothing. They have had a little public advertising, and they have had miserable, unrepaid advertisements from the local storekeepers, who could not afford to do better. They and the storekeepers have lived a hard to mouth existence. The editors of this country, some twenty thousand of them, supplying the public with information, defeating the schemes of rascals and of public grafters, doing by DISTRIBUTION OF KNOWLEDGE the most important work in the country, have been on the whole less well paid than the average janitor in the court house of a fair sized town.

With the parcels post, and economical, efficient, intelligent advertising by local storekeepers and national manufacturers, that will change.

It will now be worth while for the big manufacturer to appeal direct to the consumer, FOR WITH THE PARCELS POST HE CAN DELIVER DIRECT TO THE CONSUMER.

We beg to inform the editor of the Potter County Journal, and our colleague Mr. Peet, of the Whiteville News and the Genesee Times, that prosperity is not to be gained by fighting against the parcels post or by helping the small storekeeper to fight the great mail order house.

You must help the small storekeeper TO BEAT THE GREAT MAIL ORDER HOUSE WITH THE AID OF THE PARCELS POST.

Remember that every storekeeper, once the parcels post starts, is himself the centre of a parcels post zone, which he will control.

It will do the big mail order house no good to establish a department in each STATE, since the merchant in his own zone will be able to distribute his goods under the most advantageous possible circumstances.

Let the merchant take all the business he can get. And let the local editor take all the advertising he can get—including that of the big mail order houses, if they choose to advertise.

No man ever helped himself or helped another by excluding business, or refusing any man, big or little, a fair chance.

The editor has no right to refuse advertising that is honest and proper.

No small storekeeper has a right to ask that it be excluded.

The business of the storekeeper is to give better service than the mail order house can give, AND HE CAN DO THAT NOW THAT THE PARCELS POST GIVES HIM THE POWER TO DELIVER.

The parcels post is here. This newspaper has predicted always that it would come soon. It is not perfect by any means. The local editors and the local storekeepers must use their influence to see that it is made perfect.

For the first time in our history, editors that are intelligent, throughout the country, will begin to receive a fair reward for the work that they do. And to say that the minimum of profit for the country editor of ability and character will be \$8 annually for every subscriber to his newspaper is putting it very mildly.

Boost the parcels post; make it better; explain to your local storekeeper that through it he can deliver goods direct. HE can be the agent of the manufacturer, who has no time to start a mail order house, and no inclination to do it.

Let the storekeeper advertise through the country newspapers where he can.

Let the country newspapers impress upon the manufacturers the fact that they, the editor and country merchants, are the only salesmen in direct contact with those that live in the country.

There is room for everybody in this country—that is to say, for everybody who intends to be of any SERVICE. And the mail order houses will live. But their great monopoly will cease.

Do not overlook the fact that they, being intelligent men, realize what he has told you here. They know that there is real danger for them in the parcels post. They know that it makes practically worthless their elaborate system of freight delivery, which they have built up through years. They know that their system of selling a hundred pounds of goods at a time in order to take advantage of a low freight rate now goes overboard.

If the merchants in the country, and the local editors throughout the country, understood the parcels post as well as mail order houses understand it, they would know that the parcels post will prove to be the greatest blessing the country editors and country storekeepers have ever known.

With the parcels post the local merchant's prosperity must increase at once. And with the parcels post the country editor will, for the first time, come into his own. The parcels post will give to the country merchant a delivery system as good as that of the greatest city department store, and to the local editor full value for his important services to the nation.

Was She the First Suffragette?

Interesting records and relics of a Queen who reigned in Egypt 4,000 years ago, and who is believed to have been the first of her sex to win full political rights for herself. Exclusively

In Tomorrow's Sunday AMERICAN